

DOMESTIC TOURISM DATA COLLECTION METHODOLOGIES

Recommendations for Papua New Guinea

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1. INTRODUCTION

The underlying aim of this study is to explore the potential for domestic tourism in Papua New Guinea (PNG). This initiative responds to national government approaches for assistance in ascertaining baseline understandings of the extent to which domestic tourism has scope for development. Observations of domestic travel during the period of PNG's coronavirus disease (COVID-19) border closures hinted that domestic tourism was worth a closer inspection. Accordingly, the Pacific Private Sector Development Initiative (PSDI) commissioned this study to investigate recommendations for suitable methodologies to measure domestic tourism, noting specific requirements for data collection.

Fieldwork and stakeholder consultations were conducted in Port Moresby on 1 and 2 June 2023. The consultants commissioned to manage the project conducted a stakeholder workshop on 1 June at the Gateway Hotel. This was followed by in-depth interviews at the offices of the PNG Tourism Promotion Authority (PNGTPA) and the National Statistical Office on 2 June for those unable to attend the workshop, and complemented with further internal stakeholder discussions. Additionally, a concise e-mail survey was undertaken canvassing views of stakeholders who were not available during any of the formal consultations. While every attempt was made to gather a representative sample of stakeholder views, this was constrained because of relatively modest participation in the stakeholder workshops and interviews conducted, as well as a slender sample of responses to the e-mail survey.

2. DOMESTIC TOURISM

a. Global Context

The importance of domestic tourism, though often underacknowledged in the chase for international tourists, has taken on greater prominence since 2017 and is in line with its actual economic contributions. As evidenced by the World Travel & Tourism Council (WTTC), “Domestic tourism is the key driver of the tourism sector globally, accounting for 73% of total Travel & Tourism spending in 2017” (WTTC 2018). The merits of a vibrant domestic tourism industry are further articulated by the WTTC (2023, p. 6):

“Domestic travel supports and develops local and national pride, provides a rationale for upgrading of infrastructure, disperses visitors geographically across regions, smooths seasonality and creates employment opportunities. It can play an important role in improving the attractiveness of destinations, which in turn promotes well-being for locals and helps to attract educated young professionals upon which high value-added sectors increasingly depend. A strong domestic Travel & Tourism sector can also help a country withstand shocks and demand fluctuations that may arise when crises affect external source markets.”

In 2018, the increasing significance of domestic tourism was corroborated before the COVID-19 pandemic by the UN Tourism, which indicated that domestic tourism data indicated immense promise (UN Tourism 2020) as demonstrated by the following:

- 9 billion domestic tourist trips were taken;
- in sheer volume, this was six times larger than international tourism arrivals;
- in 33 out of 73 countries, domestic tourism comprised more than 70% of total visitation; and
- in Organisation for Economic Co-operation and Development countries, domestic tourism comprised 75% of total tourism expenditure.

Domestic tourism potential as a counterweight to decreased international arrivals during crises was reinforced during the COVID-19 pandemic when it helped mitigate job losses and downturns in tourism sector revenue (Organisation for Economic Co-operation and Development 2020). The pandemic was a catalyst for countries to strengthen their focus on domestic tourism to compensate for the decline in international tourism arrivals. This was accompanied by an increased appetite for domestic travel, spurred initially by internal border closures, and the discovery of travel opportunities in people’s own “backyards.”

In the WTTC’s Travel and Tourism Economic Impact 2022 report, it is highlighted that the share of travel and tourism spending in 2021 was heavily weighted toward domestic tourism; for example, in the United States, domestic tourism made up 94.8% of total travel spending (WTTC 2022, p. 7), while this was 98.0% in Australia and 96.2% in the United Kingdom.

The WTTC generalized data show that the effect of borders reopening saw “domestic visitor spending increased by 20.4% in 2022, only 14.1% below 2019” (WTTC 2023). This illustrates the impacts that closures had on increasing domestic tourism specifically.

While the timing of the removal of border closures varied across the globe, most countries had lifted border entry restrictions by the end of 2022 and yet domestic tourism trends have been maintained since 2021.

More recent trends in Southeast Asia show consistent growth in domestic tourism demand. Asia and the Pacific regional online travel agent Traveloka indicated that domestic travel accounted for most of the 20% increase in flight bookings during January–May 2023 compared with the same period the year before (Indra 2023).

Also, recent data from Australia’s National Visitor Survey (Tourism Research Australia 2022) show that in March 2022, domestic tourism visitation had returned to pre-pandemic levels, with forecasts showing steady growth to 2027.

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b. Pacific Context

For many Pacific island countries, international arrivals have long been central to tourism largely because of their positive economic impacts. Before the pandemic, domestic tourism in Pacific island countries was a complementary, rather than an essential, source of tourism arrivals, and little serious attention and analysis was given to outlining its contribution to tourism growth.

This is because small island developing states, such as those in the Pacific, generally have relatively small populations and low incomes. Along with geographical constraints to travel (distance and cost of travel) and infrastructure deficits (limited seat availability and airport infrastructure), the constraints to the expansion of domestic tourism are formidable (PSDI 2021a).

During the pandemic period when borders remained closed, observations in some Pacific island countries like Fiji and Vanuatu, for example, strongly suggested that the potential of domestic tourism might be underestimated and therefore deserves greater scrutiny. However, fine-grain data regarding domestic tourism trends, particularly during the pandemic, are lacking. This includes important data related to expenditure, motivations for travel, activities undertaken, mode of travel, and length of stay, among other data points.

Where domestic tourism was evident, trips were largely made for conducting business (45%), visiting friends and relatives (and not for leisure) (28%), and attending events such as weddings and festivals (15%) (PSDI 2021b). What is clear is that in the absence of a regime of consistent, robust, and reliable data collection, establishing the evidence bases to ascertain whether domestic tourism is a viable prospect remains a concern.

While observational evidence hinted at the latent potential of domestic tourism, whether this was tourism in a strict sense of the definition is complicated because much travel during this period was undertaken by government or public health workers, or by people visiting friends and relatives, not leisure tourists per se. However the PNGTPA signed travel subsidy partnership agreements with the two national airline companies, Air Niugini and PNG Air, to create package tours to boost domestic tourism following the COVID-19 pandemic (Kamus 2022)

The tourism potential that PNG is considered to hold is reinforced in PSDI's Papua New Guinea: Pacific Tourism Sector Snapshot, November 2021. As indicated, "The country's strengths—good international connectivity and unique natural beauty—are matched by major challenges, particularly unreliable infrastructure and a perception PNG is unsafe for travelers" (PSDI 2021b, p. 1). Despite the pandemic downturn in tourism, PNG's national economy remains stable to strong. Having a far more diversified economy than other countries in the region has helped. This has also helped underline growth in domestic tourism (PSDI 2021b).

In 2018 the PNGTPA conducted a one-off domestic visitor survey. Domestic tourism is one of the seven subsectors of the PNG Tourism Sector Development Plan, 2022–2026 (TSDP). In particular, "mitigating the heavy dependence on international visitors, the TSDP proposes for a focused investment on developing domestic tourism" (PNGTPA, 2022, p. 13). PNG has the largest population in the Pacific that potentially can provide a market for domestic travel, but this has not been tapped in a significant way. The TSDP lists key indicators to increase domestic tourism numbers and spending, but it also indicates that baselines do not currently exist.

PNG's current tourism marketing strategy is outdated, though a new tourism marketing strategy is due to be launched in quarter 3, 2024 . The current strategy features a pillar on domestic tourism and states that "further research is required into the domestic tourism market as no current market data is available" (PNGTPA 2018, p.19). The marketing strategy to be launched in 2024 outlines domestic tourism as a strategic agenda. An early draft of the new strategy lists a key marketing activity to develop a domestic marketing campaign.

Both the TSDP and the updated marketing strategy underline the necessity for the development of reliable data toward harnessing the potential of domestic tourism, drawing from a sound evidence base.

3. DATA COLLECTION METHODS

In general terms, there are a range of approaches that can be potentially used to collect domestic tourism data. Ideally, the collection of such data should harness preexisting data collection capacities; for example, government statistics and border agencies already maintain data collection regimes.

Importantly, the selection of data collection approaches will have to be reconciled with the practical constraints of what financial and human resources can be deployed toward any such initiative.

Whatever approach is adopted must ensure that the focus is on the establishment of a data collection regime and that it is not simply a one-off exercise. Charting long-running trends (rather than sporadic occurrences) offers more useful data from which these trends can be better understood.

Table 1: Data Collection Methods

	Ability for representative sample	Ability to collect expenditure data	Ability to provide data on seasonal variations in visitor numbers	Ability to provide data on mobility	Ability to collect socio-demographic and traveler-specific data	Cost	Passive or active data collection method	Ethical concerns	Gender bias issues in Papua New Guinea and Vanuatu
Panel data	Strong	Strong	Medium	Weak	Strong	High	Active	Weak	Moderate
Location-based data	Strong	Weak	Strong	Strong	Weak	Medium	Passive	Medium	Moderate
Hotel data	Medium	Medium	High	Weak	Medium	Low	Passive	Medium	Moderate
Event data	Medium	Medium	Weak	Weak	Medium	High	Active	Weak	Low
Transport data	Medium	Weak	High	Strong	Weak	Low	Passive	Weak	Low
Mobile phone data	Strong	Weak	High	Strong	Weak	High	Passive	Strong	Moderate
Credit card data	Strong	Strong	Medium	Strong	Weak	High	Passive	Strong	Significant
Bespoke app data	Medium	Strong	Weak	Strong	Strong	High	Active	Weak	Moderate

Source: Authors.

4. GLOBAL BENCHMARKING OF DATA COLLECTION APPROACHES

The development of insights into domestic tourism across the globe underlines the complex challenges that are inherent in such a task. Domestic tourism data collection often utilizes preexisting mechanisms leveraged for the collection of international visitation data, using existing infrastructure and capacity via the combined efforts of the national tourist office and immigration and customs agencies, among others.

a. Benchmarked Examples

Case 1: Australia

Australia is an archetype for the dedicated collection of domestic visitation data. Some features of Australia's approach that are consistent with UN Tourism guidelines for tourism statistics include the following:

- Each year, interviews are conducted with 120,000 residents aged 15 years and older. Respondents are interviewed through a computer-assisted telephone interviewing system with phone numbers selected using random digit dialing. Residents classified as "in scope" for interviewing include those
 - aged 15 years and older and who have their usual address in Australia,
 - who have lived at their contact address for at least 3 months, and
 - who live in a private dwelling.
- Respondents interviewed in the National Visitor Survey (NVS) are randomly sampled to be representative of the Australian population. The survey contains more than 70 questions related to the following:
 - destination,
 - purpose of trip,
 - transport used,
 - travel package purchased,
 - sources information for trip planning,
 - activities undertaken,
 - amount spent on trips,
 - accommodation used,
 - nature of travel party, and
 - demographics.
- Interviews are conducted with people who have traveled for holidays, visits to friends and relatives, business, education, and employment. To be included, travelers must not have been away from home continuously for more than 364 days (365 days in a leap year).
- The NVS moved to a 100% mobile phone sample in 2019 (following a review that showed 97% of Australians aged 15 or older owned a mobile phone) (Tourism Research Australia n.d.).
- Weights for the NVS are calculated on individual trips considering the following:
 - age of respondent,
 - sex of respondent,
 - month of travel,

- place of origin,
- recall period applicable to the trip (7 days for day trips and 28 days for overnight trips), and
- the number of interviews with a return date in this recall period.

For any country attempting to replicate the approach employed by Australia, considerable resources and infrastructure are required. Tourism Research Australia is a dedicated agency that supports the collection of tourism sector data and is concurrently funded by the Government of Australia. This highlights that public sector support is vital in the setup of a reliable and consistent data collection regime (Tourism Research Australia n.d.).

Case 2: Maldives

In the Government of Maldives' first attempt to develop insights into the magnitude of domestic tourism in the small island country, the Study on Domestic Tourism in the Maldives 2016 was implemented as a household survey using a sample of 1,128 respondents drawn from Male and selected locations from the atolls (Ministry of Tourism Maldives 2016).

The objectives of the study included the following: "The purpose of this study was to understand and measure the current state and potential of domestic tourism in the Maldives. The specifically designed survey and data collected in the study will also be used to gather baseline data on domestic tourism for the compilation of a Tourism Satellite Account (TSA) in the Maldives" (Ministry of Tourism Maldives 2016, p. 6).

Regarding sampling design and methodology, the study noted, "Resource constraints ruled out the possibility of a nation wide [sic] study based on a representative sample from the Atolls using probability sampling techniques. Hence, it was decided to conduct the study in Male', one point from southern region, one point from northern region and one point from the central region of the country" (Ministry of Tourism Maldives 2016, p. 6).

For the study, the following terms are used to underline usual environment and other associated variables:

"Domestic travel: The act of moving from the usual place of residence (resident island) to another island in the Maldives by a person who is a resident of the Maldives (regardless of nationality), irrespective of the purpose of travel, length of stay and means of transport used.

Domestic visitor or domestic tourist: Any person residing in the Maldives regardless of nationality, who travels to a place in the Maldives outside of his usual environment (resident island) for a period of not more than 12 months, whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.

Excursion trip: A trip outside of the respondent's usual environment, where they leave and return within the same day (i.e. do not stay overnight).

Household: A group of persons, generally but not necessarily bound by ties of kinship, who sleep in the same dwelling unit and have common arrangements for the preparation and consumption of food.

Main purpose of trip: This is the purpose in the absence of which the trip would not have been made or the given destination would not have been visited.

Outbound trip: A journey to a country outside the Maldives for a period of less than 12 consecutive

months, and whose main purpose of travel is other than the exercise of an activity remunerated from the country visited.

Overnight trip: A trip outside of the respondent's usual environment where one night or more is spent away.

Primary mode of transport: Mode of transport used to travel the greatest distance during the trip.

Respondent: A respondent is a responsible household member 18 years old and over, who can provide reliable answers to the survey questions" (Ministry of Tourism Maldives 2016, pp. 8–9).

Usual environment: The usual environment is taken as the usual resident island of the respondent, irrespective of the distance from their place of usual residence. The following are falling outside the usual environment and were excluded from domestic tourism:

- Persons travelling on a routine basis to take care of daily necessities.
- Persons who travel regularly or frequently between neighbouring localities to work or study.
- For domestic same-day visitors, in addition to the above, persons travelling within greater Male or within islands connected by land or causeway" (Ministry of Tourism Maldives 2016, p. 9)."

The use of a data dashboard on the Ministry of Tourism's website disseminates data, albeit with a lag of nearly 3 years; for example, data available in the third quarter of 2023 presented data to the end of 2020. This was possibly influenced by pandemic disruptions but is nevertheless a considerable delay.

A regime led by the Tourism Information Management System developed by the Ministry of Tourism and the National Centre for Information Technology underlines tourism data collection. The Tourism Information Management System is also integrated into a wider country system (the e-government system of Maldives) that enables data exchange across various agencies. An inspiring lesson for Pacific island countries is that "Under the tourism statistics regulation, all tourist accommodating establishments are required to submit weekly and monthly reports to [the Ministry of Tourism]" (Ministry of Tourism Maldives n.d.).

5. DOMESTIC TOURISM DATA METHODOLOGY RECOMMENDATIONS FOR PAPUA NEW GUINEA

The methodologies that have been recommended for PNG consider the objectives of the PNGTPA and the needs of tourism sector stakeholders expressed in the survey and consultations conducted for this study. In general, the recommendations suggested take into consideration the practical realities, including human resources capability; budgetary constraints; and organizational capacity to work with, visualize, and disseminate the data collected.

The three provided levels of recommendations consider three different scenarios, largely based on practical cost considerations, including an option with the highest investment and widest features, a mid-range option, and an option with the lowest cost and most basic features. Importantly, cost estimates related to the three options must be treated as indicative only and subject to formal quotations from appropriate service providers if and when the methodologies are employed.

The ability to complement rather than duplicate datasets that are already being collected (e.g., by customs and immigration agencies) is vital to achieving efficiencies. Additionally, the recommendations suggested seek to engage tourism industry stakeholders in the collection of specific and complementary data. For example, this might include average room rates, length of stay for accommodation providers, and airfare data for airlines. It is recommended that the following definition be adopted for domestic tourists' usual environment in PNG:

A domestic tourist is a person who travels outside their usual environment, within their country of residence for less than 1 year, and then returns to their usual environment. The stay does not need to be overnight to qualify as a tourism visit.

This definition purposely excludes distance as the concept of a usual environment is subjective and can change within and between countries. For example, in some parts of PNG, an entire province may be regarded as an individual's usual environment.

The definition of "usual environment" may change depending on gender and the ability to access finances, transport, and therefore mobility patterns. The place of employment may be a further distinction where respondents may work away from their usual place of residence during the week, for example in a neighboring province, and then return on the weekend.

Importantly, the modest sample sizes resulting from limited attendance at the stakeholder workshop, limited one-on-one interviews, and limited responses to the online survey are limitations to consider when weighing findings .

a. Recommendation A

This recommendation includes the use of three types of data:

- (i) location-based data,
- (ii) survey data sourced from two airline departure lounges in Port Moresby and Lae, and
- (iii) visitor data collection booths at both domestic departure terminals.

Location-based data can be described as geospatial information extracted from mobile telephone data that can track tourists' movement within a county or region. The purchase of commercial location-based data from companies that aggregate mobile telephone user data from service providers, within a targeted geographical range is recommended.

Such data can be purchased for designated periods. It is suggested data for 1 full year covering PNG is secured, which would allow the detection of seasonal changes in mobility (where and when domestic visitors travel throughout the country).

As datasets sourced from commercial providers are very large, they require specialist data analysis skills; the recommendation is that PNGTPA requests a data dashboard for the period of the contract. The dashboard should ensure datasets are visualized in a highly illustrative manner to deliver insights regarding tourists' travel patterns for the period(s) selected: monthly or weekly, or during peak holiday periods.

Survey data sourced from domestic departure terminals can be collected by interviewers (using tablets rather than physical surveys) and during peak flight departure periods. The use of interviewers can help optimize response rates and help participants with queries to survey questions.

Visitor data collection booths within domestic departure terminals with two touch screens in each location can help complement occasions when interviewers are not available. This will rely on voluntary participation, with visible signage requesting passenger cooperation.

Indicative investment requirements (excluding personnel costs) are presented in Table 2 (page 14).

**Table 2: Recommendation A, Indicative Investment Requirements
(excludes personnel costs)**

Item Type	Item Description	Estimated Costs (A\$)
Hardware	Tablets (8)	24,000
	Touch screen terminals (4)	24,000
Software	Survey software license (12 months)	8,000
Location-based Data	Initial 12-month subscription (nationwide coverage)	60,000 (subject to service provider fee variations)
Technical Support and Maintenance	12-month period	80,000 (assumes contracted external information technology support in Port Moresby and Lae)
TOTAL		196,000

A\$ = Australian dollar.

Source: Authors.

b. Recommendation B

This recommendation also includes the use of three types of data, but only at the domestic departure terminal in Port Moresby:

- (i) location-based data,
- (ii) survey data sourced from the domestic departure lounge in Port Moresby only, and
- (iii) a visitor data collection booth at the domestic departure lounge in Port Moresby only.

Location-based data sought will be the same as for recommendation A.

Survey data collected will focus on the domestic departure lounge in Port Moresby only.

One visitor data collection booth will be available at the domestic departure lounge in Port Moresby only.

Indicative investment requirements (excluding personnel costs) are presented in Table 3.

**Table 3: Recommendation B, Indicative Investment Requirements
(excludes personnel costs)**

Item Type	Item Description	Estimated Costs (A\$)
Hardware	Tablets (4)	12,000
	Touch screen terminals (2)	12,000
Software	Survey software license (12 months)	8,000
Location-based Data	Initial 12-month subscription (nationwide coverage)	60,000 (subject to service provider fee variations)
Technical Support and Maintenance	12-month period	40,000 (assumes contracted external information technology support in Port Moresby)
TOTAL		132,000

A\$ = Australian dollar.

Source: Authors.

c. Recommendation C

This recommendation includes the use of two types of data, but only at the domestic departure terminal in Port Moresby:

- (i) survey data sourced from the domestic departure lounge in Port Moresby only, and
- (ii) a visitor data collection booth at the domestic departure lounge in Port Moresby only

Location-based data is NOT included for recommendation C.

Survey data collected will focus on the domestic departure lounge in Port Moresby only.

One visitor data collection booth will be available at the domestic departure lounge in Port Moresby only.

Indicative investment requirements (excluding personnel costs) are presented in Table 4.

**Table 4: Recommendation C, Indicative Investment Requirements
(excludes personnel costs)**

Item Type	Item Description	Estimated Costs (A\$)
Hardware	Tablets (4)	12,000
	Touch screen terminals (2)	12,000
Software	Survey software license (12 months)	8,000
Technical Support and Maintenance	12-month period	40,000 (assumes contracted external information technology support in Port Moresby only)
TOTAL		72,000

A\$ = Australian dollar.

Source: Authors.

6. ASSUMPTIONS

- Usually, a **pilot study** should be conducted to ascertain approaches that work best. This proposal is exclusive of pilot study considerations.
- The survey used may be **subject to change** after the pilot study.
- The number of surveys or the sample size employed will depend on **practical and resource availability issues**.
- PNGTPA personnel and volunteer training costs are **not** included in investment cost estimates.
- Recruitment of volunteer tourism students will be consistently undertaken throughout and assumed at **zero cost**.
- Location-based data costs may be subject to service provider **cost variations** due to the fees they may charge.
- **No costs** are assumed for the location of visitor data collection booths or stand-alone touch screen terminals.
- Technical support and maintenance costs are calculated based on the contracting of **one service provider** in each location (where applicable).

7. OVERALL LIMITATIONS OF RECOMMENDED DATA COLLECTION APPROACHES

- **Location-based data** provides insights into tourists' movements within the designated region only. Data does not include information on expenditure, motivations, satisfaction, activities, and length of stay, among other details.
- **Location-based data** is theoretically biased and can be influenced by rates and the nature of mobile phone ownership.
- **Location-based data** assumes that data quality from service providers is reliable and comprehensive.
- **Survey data (from interviewer-assisted surveys and visitor data collection booths)** is prone to bias as it focuses on visitors using air travel only and does not capture domestic tourism travel by road or sea.
- **Survey data (from interviewer-assisted surveys and visitor data collection booths)** relies on interviewer competence and the ease of use of the technology touch points.
- **Survey data (from visitor data collection booths)** relies on participants' computer literacy, the appropriate use of touch screens, and the effective and continuous operation of touch screens.
- **Sample size and representativeness of surveys** are usually negotiated based on the desired sample size and resources that are available for the conduct of data collection.

8. CONCLUSION

Whether domestic tourism offers PNG a genuine opportunity to diversify the tourism sector's market segments or not is the broader issue under investigation.

The pandemic period provided observations that have led to the recognition that the promise of domestic tourism may be greater than had been acknowledged previously. However, in the absence of reliable data about the nature and extent of domestic travel, this remains an educated assumption at best.

Establishing baseline data through one of the recommended approaches suggested in this study offers a start to quantifying the scope and nature of domestic tourism potential. However, considerable resource costs are required to establish this systematic data collection as an ongoing initiative and not as a one-off effort.

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APPENDIX 1: KEY TERMS IN DOMESTIC TOURISM DATA COLLECTION

Active data collection – the collection of data that involves the recruitment of participants to collect data.

Continuous data – data that shows the mobility (path) of a tourist constantly, such that their route is clear.

Domestic tourism – the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or as part of an outbound tourism trip.

Ethical data collection – research data that is collected by the legislative requirements of the jurisdiction within which it is collected, and that respects the privacy and safety of research participants.

GPS data – data that is collected through signals from satellites and that illustrates the latitude and longitude, time, and speed of an object or person. This data can be collected continuously so that tourist movements through time and space can be tracked.

Location-based tracking – a data collection method based upon GPS data that illustrates tourist movements, including speed through time and space.

Noncontinuous data – data that shows the mobility of a tourist at sporadic points in time.

Panel data – also known as cross-sectional or time-series data – is a methodological process whereby participants are recruited by research companies to respond to surveys or other research questions at regular intervals and over a period of time.

Passive data – the collection of data where active recruitment is not needed. Data is sourced from existing records that have been collated by companies or government agencies.

Probability sampling – samples that are selected so that they represent a population. The samples of individuals that are chosen are considered representative of the population at large. Typically, they are chosen using random selection techniques.

Representative sample – a subset of a population that is selected to accurately reflect the characteristics of the entire population under study. To achieve this, probability sampling techniques are considered the most valid choice.

Sample size – the number of completed responses from the data that are collected.

Tourist mobility – the movement of tourists in destinations through time and space.

Usual environment – tourists are regarded as residents who leave their usual environment for leisure, business, and other purposes not related to an activity that is remunerated from within the place they visit. Note: definitions of “usual environment” usually differ from country to country and are largely shaped around unique in-country conditions.

APPENDIX 2: SAMPLE SURVEY

Administrative notes:

- In 2018 the first-ever domestic visitor survey was carried out by the Papua New Guinea Tourism Promotion Authority (PNGTPA); 3,622 local visitors were interviewed at the Port Moresby International Airport domestic departure lounge from March to November 2018.
- Students from University of Papua New Guinea and other university graduates undertook the recruitment. Data entry, analysis of results, and preparation of the final report was conducted by the PNGTPA Research and Business Development Division .
- The survey sought to determine purpose of visit, province of residence and visit, age groups, and duration of stay.
- To facilitate longitudinal data collection, it is recommended that, where possible, the same questions are used.
- Some adjustments have been made to account for changes such as the development of the sharing economy and societal changes that affect gender and employment questions.
- All surveys contain limitations.
- If this survey is conducted at the airport, there will be a sample bias as those who travel to destinations in their car, via public transport, or via a ferry or other means will not be included.
- While the sample size is recommended to be about 1,200 per airport, should large variations occur within the sample, confidence levels may be compromised.
- The ability of tourists to accurately recall details related to their travel patterns and habits should also be noted.

Screening question:

We are interested in talking to people who are returning home after a trip away from their usual environment, for business, leisure, visits to family or friends, or events. Did you leave your usual environment for one of these reasons?

If **no**, thank you for your time and have a great flight.

If **yes**, would you be interested in answering some questions about your recent trip? You can either complete a paper survey or I can input your answers straight into my iPad.

Survey questions:

- 1. In what province is your usual environment?** Autonomous Region of Bougainville; Central; Eastern Highlands; East New Britain; East Sepik; Enga; Gulf; Hela; Jiwaka; Madang; Manus; Milne Bay; Morobe; National Capital District; New Ireland; Oro; Southern Highlands; Western; Western Highlands; West New Britain; Simbu; West Sepik.

2. **What was the purpose of your visit?** Business; holiday; family and/or friends and relatives; education; conferences and meetings; religious events; sports event; other reasons.
3. **What was your main destination for this trip?** Autonomous Region of Bougainville; Central; Eastern Highlands; East New Britain; East Sepik; Enga; Gulf; Hela; Jiwaka; Madang; Manus; Milne Bay; Morobe; National Capital District; New Ireland; Oro; Simbu; Southern Highlands; Western; Western Highlands; West New Britain; West Sepik.
4. **Was this your first trip to this province?** No; If yes, how many times have you been before?
5. **While you were on this trip, did you visit any other provinces?** No; If yes, please indicate which ones: Autonomous Region of Bougainville; Central; Eastern Highlands; East New Britain; East Sepik; Enga; Gulf; Hela; Jiwaka; Madang; Manus; Milne Bay; Morobe; National Capital District; New Ireland; Oro; Simbu; Southern Highlands; Western; Western Highlands; West New Britain; West Sepik.
6. **On this trip, who (if anyone) did you travel with?** Colleagues; family; spouse or partner; solo; group of family and friends; other.
7. **Before leaving home, what sources of information did you use to plan your travel?** PNGTPA website; family and friends; travel agent; colleague; electronic media; print media; airlines; church; magazines; websites; social media; business associates; other.
8. **On this trip, how long were you away from home?** 1–2 days; 3–7 days; 8–14 days; 15–21 days; 22 days–1 month; more than 1 month.
9. **In what type of accommodation did you spend most of your time?** Hotel; lodge; resort; guest house; institution; Airbnb; other.
10. **While you were on this trip, did you undertake any of the following activities?** Kayaking; cycling; mountaineering; museums; shopping; rafting; fishing; relaxing; wildlife; war and/or history; birdwatching; surfing; cultural excursions; trekking; snorkeling; diving; other.
11. **What type of transport did you use to travel to your main destination on this trip?** Own car; rental car; bus; taxi; airplane; ferry; no transport used; other.
12. **Once you were on this trip, what type of transport did you use?** Own car; rental car; bus; taxi; airplane; ferry; no transport used; other.
13. **For each of the following, could you please indicate how much you spent on the following per day on this trip:** Accommodation; food and beverage; activities; transport; other.
14. **How often per year do you leave your usual environment for each of the following?** Business; holiday and/or pleasure; family and/or friends and relatives; education; conferences and meetings; church; other reasons.
15. **When you travel, please indicate when you undertake most of your travel:** Public holidays; school holidays; weekends; off-season; Christmas; Easter; when special deals are offered; at no particular time.

- 16. What age are you?** 15 or younger; 16–20; 21–30; 31–40; 41–50; 51–60; 61–70; older than 70.
- 17. What best describes your normal employment?** Private business; government job; retired; home duties; students; nongovernment organization; self-employed; church; unemployed; other.
- 18. What gender are you?** Male; female; other; prefer not to disclose.
- 19. On average, how much do you earn per week?** _____
- 20. Over the past year, how many times did you normally travel outside your usual place of residence for the following?** Business; visits to family or friends; holiday; events.

APPENDIX 3: PAPUA NEW GUINEA WORKSHOP PARTICIPANTS, 1 JUNE 2023

Dalai Thomas	PNG Air
Daphane Galore	PNG Tourism Promotion Authority
David Malala	PNG National Statistical Office
Dorothy Polon	Coral Seas Hotels
Douglas Keari	PNG Tourism Promotion Authority
Francis Odhuno	PNG National Research Institute
Ingrid Kuman	PNG Tourism Promotion Authority
Joel Keimelo	PNG Tourism Promotion Authority
Joybertina Piasinu	PNG Tourism Industry Association
Melkie Tuka	PNG National Statistical Office
Michel Kaivepa	PNG National Statistical Office
Muriel Gerari	National Capital District Commission Tourism Bureau
Noah Mikmik	PNG Tourism Promotion Authority
Sharon Pani	PNG National Statistical Office
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